

MARKET MAPPING OF BEAN VARIETIES USING BOSTON MODEL CASE OF UGANDA

Stars

High

NABE 4

NABE 13

NABE 4

NABE 12

Marketing Activities

- Promote aggressively
- Invest in R&D
- Packaging

Growth Rate

Question marks?

Kanyebwa

NABE 6

Yellow Bean

NABE 11

Marketing Activities

- Invest in R&D
- Evaluation of promising varieties
- Promotion

Cash cows

Everyone's a winner

Low

NABE 2

K 132

Marketing Activities

Defend and maintain varieties

- Distribution
- Packaging
- Business skills development

Dogs

NABE 1

K 132

NABE 3

NABE 5

NABE 7

NABE 8

NABE 9

NABE 10

No Activity

High

Low

Market Share